

DALLAS

1836—Texas Centennial Exposition—1936

Volume 14, No. 5

MAY, 1935

Price 15 Cents



View of the Country Club District, Highland Park, from the air

Photo by Lloyd Long

Can We Control the Weather?—See Pages 19 to 27



**Midsummer
Is Just Around
the Corner**

KEEP COOL WITH

Air Conditioning

You're Looking for...

... comfort—health—happiness—success. Find them this summer in Air Conditioning as other Dallas business houses have. May we help you find the way?

Your Electric Service company does not sell, nor do we install air conditioning equipment. But our trained personnel will gladly consult with you concerning the most effective means of bringing air conditioned advantages to your business. Ask for this advisory service without cost or obligation.

Phone 2-9321

IT WON'T be long 'till the mercury climbs to dizzy heights and energy drops to an all-year low. Old Sol beats down unmercifully to wilt collars and sap vitality. Midsummer heat is just around the corner.

Nobody gains by talk about the heat, for you cannot change the weather on the sidewalk. But in your office—that's different now—you can manufacture weather as you please with **AIR CONDITIONING**.

Electric weather making gives the healthful coolness that you need to sustain energy for your employees and provide comfort for your customers. There are few dull days and no midsummer slumps for air conditioned business firms. Investigate today!

DALLAS POWER & LIGHT COMPANY



DALLAS

MAY 1935

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CLYDE V. WALLIS, *Editor*
EARL Y. BATEMAN, *Business Manager*

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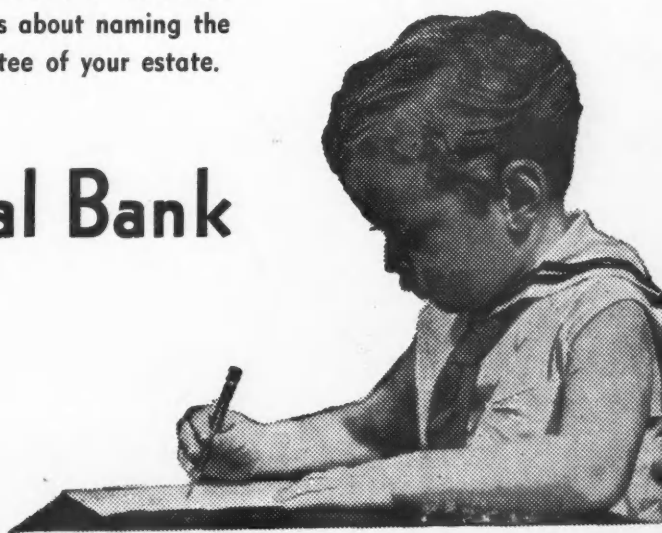
Little Man, What Now?

What will the future hold in store for you? Everything fine, for your Dad has made plans for you. He has left you well provided for in a Will that names a competent Executor and Trustee to manage your money and look after your needs, your education, your well-being.

To men with families, this bank advises that you see your attorney at once if your Will needs revision—and that you consult one of our Trust Officers about naming the First National as Executor and Trustee of your estate.

First National Bank

in Dallas



Honor Roll

Dallas, now a city of 334,056 population, may well have been influenced in its growth by the indomitable spirit of such pioneer firms as we find listed below.

Date Est.	Years Old	Name	Classification or Slogan
1869	65	The Schoellkopf Co.	Famous the World Over.
1872	63	E. M. Kahn & Co.	One policy, one ownership, one location for more than 60 years.
1872	63	Huey & Philp Hardware Co.	Wholesale Hardware.
1872	63	Stewart Title & Guaranty Co.	Abstracts of Titles.
1873	62	Moore & Co.	Wholesale Sash, Doors and Moulding.
1875	60	Higginbotham Pearlstone Hardware Co.	Wholesale Hardware.
1875	60	Dallas Transfer & Terminal Warehouse Co.	Warehousing.
1876	59	Chas. Ott, Inc.	Safer, Guns and Locksmiths.
1876	59	Cowser & Co.	Lumber and Millwork.
1876	59	Fakes & Co.	Wholesale and Retail Furniture.
1876	59	Chas. L. Dexter & Co.	General Insurance Agents.
1876	59	Griffiths & Co.	Lumber, Building Material and Roofing.
1876	59	Trezevant & Cochran	General Insurance Agents.
1877	58	Butler Brothers	National Distributors of General Merchandise.
1878	57	Fulton Market	Fine Meats.
1882	53	Will A. Waskin Co.	Planos. Over 50 Years in Dallas.
1883	52	Barrow, Wade, Guthrie & Co.	Accountants and Auditors.
1883	52	Western Newspaper Union	Newspaper Syndicate Service.
1883	52	Taber's, Inc.	Old English Silver and Antique Jewelry.
1884	51	Henry Pollack Luggage	Luggage, Best on Earth.
1884	51	Texas Paper Co.	Wholesale Paper.
1884	51	Gibbard Investment Co.	First Mortgage Loans.
1884	51	O. K. Harry Steel Works	Sheet Metal Manufacturers.
1884	51	R. H. Dearing & Son	Drilling Contractors and Oil Producers.
1885	50	Mosher Steel Co.	Structural Steel, Concrete Bars, and Ornamental Iron Works.
1886	49	Boedeker Ice Cream Co.	Finest Ice Cream Plant in the South.
1887	48	Dallas Ice Factory	"Kler Kold" Manufacturers and Distributors.
1887	48	Metropolitan Business College	Stenographic, Secretarial, Accounting and Bookkeeping.
1888	47	I. Reinhardt & Sons	All Kinds of Insurance.
1889	46	Fred L. Lake & Co.	Rubber Stamps.
1889	46	J. W. Lindsley & Co.	Real Estate, Insurance and Bonds.
1890	45	J. M. Colville & Son	Printing and Advertising.
1891	44	Gray & Graham	Texas' Leading Tailors.
1891	44	John Deere Plow Co.	Agricultural Implements and Tractors.
1892	43	The Egan Co.	Printers and Publishers.
1892	43	Sam Dysterbach Co.	The People's Department Store.
1893	42	Robert Nicholson Seed Co.	Garden, Field and Flower Seeds.
1893	42	Fleming & Sons, Inc.	Manufacturers of Paper and Paper Products.
1894	41	Southern Coal Co.	Wholesale Coal.
1895	40	Austin Bros.	Steel Fabricators.
1895	40	Hunt Grocery Co.	Complete Food Department Under One Roof.
1895	40	Fulton Bag & Cotton Mills	Burlap and Cotton Bags, Tents and Tarpaulins.
1896	39	Briggs-Weaver Machinery Co.	Industrial Machinery and Supplies.
1896	39	Sparkman-Holtz-Brand, Inc.	(Formerly Geo. W. Loudermilk, also Loudermilk, Sparkman).
1897	38	Anderson Furniture Co.	Complete Home Furnishings.
1897	38	Fishburn-Oriental Dyeing & Dry Cleaning Co.	Where Cleanliness Is King.
1900	35	Dallas Tent & Awning Co.	Awnings, Tents and Canvass Goods.
1900	35	Packing House Market	High Grade, Fresh and Cured Meats.
1900	35	The Murray Co.	Manufacturers of Cotton Ginning Machinery.
1901	34	Mason Engraving Co.	Steel and Copper Plate Engraving.
1901	34	Dallas Plumbing Co., Inc.	Plumbing and Heating Contractors.
1902	33	The Exline-Lowdon Co.	Lithographing and Printing.
1902	33	Cullum & Boren Co.	Sporting and Athletic Goods.
1902	33	S. L. Ewing Co.	Typewriters, Adding Machines and Supplies.
1903	32	Republic Insurance Co.	Fire Insurance.
1903	32	Harry Kaha Plumbing Co., Inc.	Plumbing and Heating Contractors.
1903	32	Southwestern Life Insurance Co.	Life Insurance. A Texas Institution.
1903	32	Brown Cracker & Candy Co.	Wholesals Crackers and Candy.
1904	31	Atlas Metal Works	Metal Manufacturers.
1905	30	Schooler, Bird & Co.	Public Accountants and Auditors.
1906	29	Dallas Title & Guaranty Co.	Oldest in Texas.
1906	29	Dallas Towel Supply Co.	Linens Supply Service.
1910	25	Ware Rubber Co.	Exclusive Tire Distributors. Quality and Service.
1911	24	Graham-Brown Shoe Co.	Manufacturers and Jobbers of Shoes and Boots.
1912	23	American Transfer & Storage Co.	Warehousing, Local and Long Distance Moving.
1913	22	Wyatt Metal & Boiler Works	Steel Plate Fabricators and Metal Workers.
1914	21	Hart Furniture Co.	Complete Home Furnishings.
1916	19	J. H. Shelton	Ford Cars, Parts, Etc.
1917	18	American Beauty Cover Co.	Book Covers and Book Bindings.
1918	17	Dallas Coffee & Tea Co.	Wholesale Coffee and Teas.
1920	15	Dallas Union Trust Co.	Investment Stocks and Bonds.
1922	13	Adleta Show Case & Fixture Manufacturing Co.	Fixture Manufacturers of All Kinds.





1934 spendable Income Makes Good Gains

Sales Management's Annual Survey Shows Progress in Restoration
of Purchasing Power

SPENDABLE money income rose to a peak in 1929, fell to a depression low in 1932, and during 1934 recovered approximately half of the loss since the boom days, according to Sales Management's annual survey of spendable income, published in the April 10 issue. The national spendable income of 1934 was up approximately 28 per cent over the previous year. Produced income increased 25 per cent and the balance was made up of Federal allotments and the moneys paid out of the savings and surpluses of business institutions including dividends paid but not earned, and borrowings on life insurance policies.

Prior to 1930 the country always had a produced income in excess of its needs, or at least greatly in excess of its spending. This amounted to nearly two billion dollars in 1929. Beginning in 1930, produced income fell short of our economic needs, and some five billion dollars were paid out of savings and surpluses. This increased to nine and one-half billions in 1932, and was not far short of that sum in 1934.

Sales Management estimates for 1934 a 28 per cent increase in spendable money income which correlates closely with increases in other indices. Sales of new passenger cars, for example, showed a gain of 26.5 per cent; wages were up 24 per cent; bank debits 25 per cent.

In its annual survey of spending power, which produces income figures widely used by executives throughout the United States, Sales Management publishes statistical tables by counties, States and geographic subdivisions, showing 1934 passenger car sales and increases in sales in 1934 over 1933, 1934 truck sales, retail sales for 1929, 1933 and 1934, spendable money income, net income tax returns, increase in employment, increase in pay rolls, homes with

radios and number of families on relief. These tables, which are of great value to executives in planning sales and advertising campaigns, may be found in the special survey of spending power issue of Sales Management, dated April 10, 1935. The magazine is published by Sales Management, Inc., 420 Lexington Ave., New York City.

The following figures for the Southwest are reproduced from the State summary:

1934 Spendable Income (In Thousands of Dollars)	
Texas	\$2,395,347
Oklahoma	849,715
Arkansas	438,240
Louisiana	590,792
Southwest	\$4,274,094

Employment and Pay Rolls		
Percentage increase in 1934 over 1933		
	Employment	Payrolls
Texas	21.3	21.4
Oklahoma	11.5	15.7
Arkansas	23.4	39.8
Louisiana	28.8	32.8
Southwest	21.1	23.7

Homes With Radios in 1934	
Texas	733,128
Oklahoma	291,595
Arkansas	122,989
Louisiana	258,420
Southwest	1,406,132

According to the Sales Management figures, Dallas County leads all Southwestern counties in spendable income.

The figures for the leading counties of the Southwest are:

Spendable Income by Counties		
	Total (In thousands of dollars)	Per Capita
Dallas	\$255,624	\$785
Harris	235,680	656
Bexar	179,232	613
Oklahoma	139,848	631
Tulsa	124,486	664
Tarrant	119,360	604

1934 Passenger Car Sales		
	Total	Pct. Increase Over 1933
Texas	111,622	32.5
Oklahoma	39,377	36.2
Arkansas	15,757	35.5
Louisiana	23,272	42.8

Southwest

The percentage of increase in passenger car sales for the United States as a whole was 26.5, as compared with 34.8 for the Southwest.

1934 Truck Sales		
Texas	24,854	
Oklahoma	8,944	
Arkansas	4,960	
Louisiana	5,356	
Southwest	44,117	

Retail Sales (In Thousands of Dollars)		
	1933	1934
Texas	\$ 965,561	\$1,362,165
Oklahoma	341,774	428,585
Arkansas	180,095	244,660
Louisiana	264,123	320,170

Southwest \$1,751,553 \$2,355,480

Analysis of the county figures shows that spendable money income in Texas and the Southwest continues, as in the past, to be highly concentrated in the immediate Dallas district, the area within a hundred-mile circle producing a vastly greater buying power than any other like region in the Southwest. Dallas thus continues to strengthen its position as the logical point from which to distribute and at which to manufacture for the Southwestern market, since the region producing the buying power on which sales depend is more accessible from Dallas than from any other city and is more quickly and economically served from Dallas than from any other point.

BUSINESS:

Items of Local and Regional Interest, Showing
Current Trends in Commerce, Industry and Finance

Federal Reserve Summary

An active demand for merchandise at retail and sustained distribution in wholesale channels characterized the trade situation in this district during the past month. Sales of department stores in principal cities rose 25 per cent between February and March. While sales were 4 per cent smaller than a year ago, the decline was more than accounted for by the fewer trading days and the late Easter this year as is indicated by the fact that this bank's index of department store sales, adjusted for seasonal variations, was 85.5 per cent of the 1923-25 average in March this year as compared with 80.3 per cent a year ago. Wholesale distribution in March was in approximately the same volume as in the previous month and the same month last year. Collections at both wholesale and retail increased seasonally. Debits to individual accounts at banks in larger cities were 9 per cent larger than in February, and 13 per cent above those in March, 1934.

The agricultural outlook has been impaired by the absence of rainfall over much of the western half of the district, the cool north winds which have dried out surface moisture and the frequent recurrence of severe dust storms which have affected adversely small grains and interfered with farming operations. These factors, together with the absence of a deep subsoil season in many areas, have delayed planting operations and have retarded the growth of plants. A heavy general rain is needed to give row crops a good start and to prevent further deterioration of small grains. The condition of livestock and their ranges reflected a considerable improvement during the past month, particularly in those sections which have had ample rainfall. Nevertheless, conditions remain very poor over a large area of the district.

The past month witnessed a seasonal increase in the demand for credit. Commercial loans of member banks in selected cities reflected a further expansion and the margin of gain over a year ago continued to widen. The investments of these banks were also increased substantially. Federal Reserve Bank loans to member banks reflected a moderate increase and advances to industrial and commercial business for working capital purposes increased further. While Federal reserve notes in actual circulation declined seasonally between March 15 and April 15, the total on the latter date was substantially larger than a year earlier. The daily average of combined net demand and time deposits of member banks in this district amounted to \$799,066,000 in March, as compared with \$806,280,000 in February, and \$728,121,000 in March, 1934.

Construction activity reflected a contrary-to-seasonal decline in March. The valuation of building permits issued at principal cities was 1 per cent smaller than in February, but exceeded that of a year ago by 50 per cent.

* * *

Retail Sales

Reports to the Texas Business Review show that Dallas department stores enjoyed a gain, in March, 1935, of 17.9 per cent over February, 1935; 3.9 per cent over March, 1934, and 8.4 per cent for the first quarter of 1935 over the same period last year. Houston's retail business in March, 1935, was 14.8 under March, 1934, and for the first quarter of 1935 5 per cent under the first quarter of 1934. Fort Worth reported a decrease of 7.7 per cent for March, 1935, over March, 1934, and 0.6 per cent decrease for the first quarter as compared with the first quarter of 1934.

* * *

Building Permits

Building permits for Greater Dallas reached the highest monthly total in April since December, 1931, with \$529,736, including \$301,596 for Dallas proper, \$115,100 for University Park and \$113,040 for Highland Park.

April permits were more than double the same month last year and were the highest April total since 1931.

For the first four months of 1934 total permits for Greater Dallas were \$1,624,784, compared with \$1,121,114 for the first four months of 1934 and \$813,588 for the first four months of 1933.

* * *

Bank Clearings

April bank clearings in Dallas were \$153,502,899, compared with \$138,576,781 for April last year and \$93,867,546 for April, 1933. For the first four months of 1935 clearings were \$612,921,481, compared with \$551,277,044 for the first four months of 1934 and \$377,741,823 for the first four months of 1933. The April clearings were the largest April total since 1931. The Dallas April clearings were nearly 50 per cent more than the second Texas city.

* * *

Postal Receipts

Dallas' April postal receipts totaled \$296,945, the highest April total since 1931. Postal receipts for the first four months of 1935 were \$1,196,276, compared with \$1,145,786 for the first four months of 1934 and \$1,046,154 for the first third of 1933.

Credit Sales

The Texas Business Review reports that credit sales for the State as a whole are definitely expanding. For March, 1935 women's specialty shops increased their proportion of credit sales 3.6 per cent over March of last year and men's clothing stores 5.6 per cent. Collection ratios, however, are slightly below last year's figures.

* * *

Texas Building

Building permits for the principal cities of Texas in March were 49.9 per cent higher than March, 1934. Permits for the first quarter of 1935 totaled \$6,486,994 for the fourteen reporting cities, a gain of 165.3 per cent over the first quarter of 1934.

* * *

Employment

Industrial employment in Dallas showed a gain of 2.1 per cent in April over March, according to the Texas Business Review. The State as a whole showed a gain of 0.5 per cent. Houston's gain was 0.6 and San Antonio showed an increase of 1.9.

* * *

Savings Deposits

On March 31, 1935, 77,026 savings depositors had a total of \$25,051,836 on deposit in Dallas banks, as compared with 74,068 depositors and total savings deposits of \$23,819,721 on the same date last year.

* * *

Dallas was the only major city in Texas to register a gain in department store sales during March, 1935, compared with March, 1934, according to figures compiled by the Federal Reserve Bank of Dallas.

While Dallas gained 4.7 per cent, Fort Worth sales dropped 7.4, Houston dropped 15.8, San Antonio dropped 2 and the total for the district was a decrease of 3.7 per cent.

Dallas gained 16 per cent in March over February. The total Dallas increase for the year compared with the first three months of last year was 8 per cent. Fort Worth lost .5 per cent for the year, Houston lost 5.8, San Antonio gained 6.6 and the total gain for the district was 2.7 per cent.

◆◆◆

For the fourth consecutive month registrations of new automobiles in Dallas County exceeded the 1,000 mark. Registrations for April were 1,195, compared with 1,082 for April, 1934.



How Texas Centennial Will Look When Huge Construction Program Is Completed

Centennial Building Plans Nearing Completion

By WALTER CLINE, Managing Director,
Texas Centennial Central Exposition

NOW that the Texas Legislature has placed its official stamp on the Texas Centennial, in the form of a \$3,000,000 appropriation, the central exposition in Dallas is rapidly completing its building plans and expects to begin work on its huge construction program within a short time.

One million dollars of the State's appropriation will be used for the construction of the State of Texas Building, with an additional \$200,000 to be used in equipping and furnishing the building. The general plans for the grounds, avenues and walks have been designed about the State building as a focal point.

General plans for new buildings and the remodeling of existing buildings that will be retained and used after they have been reconstructed in keeping with the new design have already been approved by the board of directors.

Grounds to Be Colorful

George Dahl, head of the designing department, has described the general plans as being done in a theme revolving around the color, romance and grandeur which has marked the development of Texas and the great Southwest. This theme will be carried out in the plans of the buildings, in the illumination, both interior and exterior, and in landscap-

ing about the buildings and throughout the grounds. Romance of the Spanish conquistadors, blended with that of old Mexico, tempered with the culture of Southern Colonial days, with the seasoning of modern architecture, will make up the completed picture. The theme will be freshened by its simplicity and in the designs an over-abundance of ornamentation is being carefully avoided.

There will be towers and spires, illuminated at night by giant floodlights. Searchlights sweeping the skies and playing on the buildings and towers will add to the color and enchantment of the scene. Fountains on which multicolored lights will play will add to the beauty of the setting at night. In the center of the grouping will be a huge reflecting basin with fountain sprays and lighting effects that should make the Centennial grounds a thing of beauty long to be remembered by the millions who visit the exposition.

The magnificent structures will contain doors of monumental proportions

(Continued on Page 14)

INDUSTRIAL DEVELOPMENT



LEADING DALLAS INDUSTRIES

Plant of the Chase Bag Company, 1111 South Lamar Street



New Concerns

Ninety-two new businesses were established in Dallas during April, bringing the total for the first four months of 1935 to 445. In the April list are four manufacturing plants, fifteen wholesalers or distributors, forty-one retailers, nine oil producers and oil supplies and twenty-three classified as miscellaneous. Included in the month's total are twelve branches of sectional or national concerns, established here to serve the Southwest.

* * *

Factories

Ashburn Ice Cream Company, 3314 Knox St. Ice cream manufacturers.
Martha Lee Company, St. Paul and Young Sts. Cosmetics manufacturers; branch factory. Home office, St. Louis.
Ben H. Rosenthal & Company, Inc., 1507 East Eighth St., at Corinth; meat packers; Ben H. Rosenthal, president
Shefford Cheese Company, Inc., 2012 Cadiz St.; branch plant to manufacture mayonnaise, sandwich spread and salad dressing; A. Morton Mosher, manager. Home office, Green Bay Wis.

* * *

Wholesalers and Branches

Art Metal Construction Co., Inc., 1506 Young St.; office equipment. R. C. Gage, branch manager. Home office, Jamestown, N. Y.

Burgess Battery Company, Second Unit Santa Fe Building; distributing branch to serve the Southwest. Home office, Freeport, Ill.

Goldstein & Company, 1016 Commerce

St.; wholesale ladies' ready-to-wear. William Goldstein, manager.

Gould & Company, 219 Santa Fe Bldg.; jewelers' supplies. Harry Stone, manager.

King Water Heater Company, 606 North Akard St.; water heater distributors. C. D. Hauger and H. H. McDaniel.

Market Wholesale Drug Company, 2035 Young St.; G. R. May, owner. Wholesale drugs.

Nahmel's Shamy Company, 1100 Elm St.; Maurice A. Lehman, manager. Automobile equipment.

National Air Conditioning Company, 211 South Pearl St. Southwestern distributors for Strang room coolers and air conditioners. B. C. Miller and S. A. Price.

Purity Bakeries Corporation, 1606 Santa Fe Bldg.; district office; C. G. Call, manager.

Renard Linoleum and Rug Company, 2501 South Ervay St.; floor coverings. Southwestern distributing branch. R. W. Casstevens, manager. Home office, St. Louis.

Snoair Company, 808 Santa Fe Bldg.; air conditioning equipment. Home office, Bartlesville, Okla.

Starnes Beauty and Barber Supply Co., 409 South Akard St.

Texas Dual Ratio Company, 4147 Commerce St.; automobile equipment.

* * *

Oil Producers and Supplies

Bill & Dave Oil Corporation of Texas, Continental Bldg.; David M. Lide. Moved from Shreveport, La.

Chicago Crude Petroleum Production Corp., incorporated by H. G. Goggans,

Mart Winn Reeves and others. Office, care H. G. Goggans, Praetorian Bldg.

Crotty Oil Company, incorporated by J. W. Crotty, W. H. Winston and Jos. F. Nichols. J. W. Crotty, 2918 Wellborn St.

J. B. H. Henderson, 2017 Republic Bank Bldg. Oil producer.

Horne Oil Company, 802 Gulf States Bldg. Oil producers. Moved from Houston.

National Securities Oil Company, 1123 Athletic Club Bldg. Oil producers.

Smith Separator Company, Tulsa, Okla., now represented in Dallas by R. L. Armitage, 6016 Lewis St., transferred from Tulsa.

Tarhu Oil Corporation, incorporated by D. G. Elmore, D. J. Hughes and L. P. Grinnan; oil royalties. D. G. Elmore, Cotton Exchange Bldg.

Toto Oil Company of Texas, incorporated by George J. Greer and others. George J. Greer, Continental Bldg.

* * *

Miscellaneous

Allied Roofing and Supply Company, 2308 Live Oak St.; Willis L. Lea, general manager. Roofing materials and supplies.

L. E. Cahill & Company, 1204 Burt Bldg.; accountants.

A. Lynn Egan, 410 Construction Bldg.; landscape architect.

Flippen Auto Finance Company, 611 North Pearl St.; Newt G. Flippen.

Lawrence & Kackley, 501 Republic Bank Bldg.; accountants.

St. Louis Fire and Marine Insurance Co., 615 Tower Petroleum Bldg.; J. M. Boggs, State agent; H. O. Craft, special agent; home office, St. Louis.

Cheese Company Open New Plant

The Shefford Cheese Company, Green Bay, Wis., has established a branch factory in Dallas to serve Texas, Oklahoma, New Mexico, Louisiana, Mississippi, Arkansas, Tennessee, Kentucky, Florida and Alabama. To begin with the plant will produce mayonnaise, sandwich spread, olive spread and salad dressing. Later it is expected that a complete line of cheese will be made for the market.

Products of the Shefford Cheese Company have been distributed from Dallas for several years under the direction of A. Morton Mosher, district manager, who is also in charge of the new plant. Dallas was chosen as the location for the Southwestern plant by Charles Nye, manager of the Green Bay plant, after an extensive study of the manufacturing and distributing facilities of several Southwestern cities.

The Dallas plant is now in operation in a two-story building at 2012 Cadiz street.

Oil Company Moves Here From Houston

The Horne Oil Company has moved its general headquarters to Dallas from Houston and now has executive offices in the Gulf States Building. L. L. Horne is president and general manager, and other officials are: R. C. Horne, vice president; J. F. Trevitt, secretary-treasurer; George Rice, purchasing agent, and W. E. Butler, chief engineer in charge of production.

The company was organized in 1932 with a capitalization of 20,000 common shares, no par, all issued. It holds important producing acreage in the Conroe Field and has other interests in various fields. Dallas was selected as executive headquarters because of its central location with respect to all the important oil fields of the Southwest.

New Meat Packing Plant Opens

The new meat packing plant of Ben H. Rosenthal & Company has been formally opened at 1507 East Eighth St., at Corinth St., in Oak Cliff. The plant was built at a cost of approximately \$100,000 and incorporates the latest refinements in packing-house operation.

Ben H. Rosenthal, president of the company, started in business in Dallas nine years ago as a wholesale meat dealer, the constant growth of the company's business in the Dallas district culminating in the erection of the new plant.

Women's Store Expands

Philipson's, women's wear store, has taken a long-term lease on the building at 1608-10-A Main St., just east of Ervay St. The building now on the property will be completely rebuilt, inside

and out, and new equipment and fixtures will be installed. The space, considerably larger than the store's present location will permit of substantial enlargement of its stocks and facilities. Since the store opened five years ago its business has shown a steady increase each year, according to Herman Philipson, head of the company.

Oil Building Adds Another Floor

Work has been started on a one-story addition to the Continental Building, 1512-16 Commerce St., which will cost approximately \$70,000. The building is owned by the J. W. Crowder Realty Company.

The addition will house several oil and oil supply firms, officials of the realty firm said. The structure is now five stories high and is air conditioned. The additional floor will also be air conditioned.

New elevators will be installed in the building, and the sixth floor will be paneled, carpeted and furnished like the present office space. The new floor will be occupied about July 1. Whitson & Roberts Company is in charge of construction.

The building is now occupied principally by the Continental Supply Company, oil supply firm that moved to Dallas in 1933. Names of oil and oil supply firms expected to occupy the new floor were not announced.

St. Louis Rug Concern Leases Warehouse

The building at 2501 South Ervay St., containing 30,000 square feet of floor space, has been leased by the Renard Linoleum & Rug Company of St. Louis for a Southwestern sales and distributing branch. After extensive remodeling the building has been occupied with a large stock of floor coverings for distribution to the Dallas trade area.

In the past the company has served the Southwest by shipments from St. Louis and from warehouse stocks carried in Houston. Dallas was selected for this important distributing branch because of its importance as a market for floor coverings and its facilities for quick and economical distribution to all parts of the Southwest.

R. W. Casstevens is manager of the new branch, having represented the company in Dallas for some time.

Shreveport Oil Man Moves to Dallas

David M. Lide, one of the leading oil operators of the Southwest, has moved his headquarters to Dallas from Shreveport. His offices are now located in the Continental Building. Mr. Lide is also building a fine residence on Lovers' Lane in the Volk addition which when completed will be one of the handsomest and most modern in the Southwest.

More Individuals of Wealth in Dallas

Dallas' leadership in buying power, as compared with other cities in the Southwest, is shown by lists compiled by Boyd's City Dispatch, New York, of wealthy individuals. Following is a tabulation, by cities, of individuals worth more than \$50,000:

Dallas	2,481
Houston	2,140
Oklahoma City	1,539
San Antonio	1,303
Fort Worth	1,270
Shreveport	728
Waco	507
Galveston	462
El Paso	456
Wichita Falls	439

How Dallas compares with cities of similar size in other sections of the country is shown by the following:

Dallas	2,481
St. Paul	2,479
Toledo	2,166
Atlanta	1,955
Nashville	1,463
Birmingham	1,289

City Plans Big Program of Improvement

One of the most gigantic programs of civic improvements in the history of Dallas involving the expenditure of around \$9,000,000 within the next year, will be launched by the new municipal administration if City Manager Hal Moseley is successful in getting help from the new Federal public works program.

Mr. Moseley has been working on this plan for several weeks, and within a short time he hopes to have some definite information on whether the Federal money will be available. His plans are to let the money from the sale of the \$3,000,000 Centennial bond issue be used as the 30 per cent basis for Federal grants.

This program would include street openings and widenings, paving of many miles of streets, development of parks and many other things that could be included in a program of this kind.

Battery Company Locates Warehouse in Dallas

The Burgess Battery Company, manufacturers of a complete line of automobile and flashlight batteries, has designated Dallas as a distributing point for the Southwest, with large stocks in the second unit of the Santa Fe Building. The company's general offices are in Chicago, with main plant at Freeport, Ill.

Company Reopens Office

After being absent from the Southwest for some time, except through local representation, Art Metal Construction Co., Inc., has returned to Dallas with a sales branch, located at 1506 Young St., with R. C. Gage as branch manager.

Insurance and Banking Build Dallas Skyline

BANKING and insurance have played a large part in the building of the Dallas skyline. On main street, west of Akard street, are the Republic Bank Building and the First National Bank Building, homes of the Republic National Bank and Trust Company and the First National Bank in Dallas, and housed in the buildings are many other financial institutions and insurance companies. On Main street, at the head of Stone street, is the Dallas Bank and Trust Building, home of the Dallas Bank and Trust Company, and at Commerce and Akard streets is the Magnolia Building, housing, among other institutions, the Mercantile National Bank of Dallas. At the corner of Akard and Wood streets is the Federal Reserve Bank of Dallas, headquarters for the eleventh Federal Reserve district.

At Elm and Griffin streets is the home

of the Dallas skyline. On main street, west of Akard street, are the Republic Bank Building and the First National Bank Building, homes of the Republic National Bank and Trust Company and the First National Bank in Dallas, and housed in the buildings are many other financial institutions and insurance companies. On Main street, at the head of Stone street, is the Dallas Bank and Trust Building, home of the Dallas Bank and Trust Company, and at Commerce and Akard streets is the Magnolia Building, housing, among other institutions, the Mercantile National Bank of Dallas. At the corner of Akard and Wood streets is the Federal Reserve Bank of Dallas, headquarters for the eleventh Federal Reserve district.

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Year	Clearings	Debits to Individual Accounts
1916	\$ 503,832,995.00	
1917	786,512,394.00	
1918	1,076,092,265.00	
1919	1,631,376,164.00	\$1,930,000,000.00
1920	1,868,685,312.00	2,206,548,000.00
1925	2,556,829,919.00	2,526,514,000.00
1930	2,122,365,126.00	2,640,908,000.00
1933	1,401,169,881.00	1,602,176,000.00

office building of the United Fidelity Life Insurance Company; at Akard and Main the home office of the Gulf States Security Life Insurance Company as it looks with six stories added; at Main and Akard streets, southeast corner, the home office building of the Southwestern Life Insurance Company; at Main and Stone streets, the Praetorian Building, home office headquarters of The Praetorians, and on Commerce street at Browder, the Southland Life Building, home office building of the Southland Life Insurance Company.

Many other insurance companies and financial institutions, while not occupying pretentious office buildings of their own, are nevertheless important contributors to the rank of Dallas as the leading financial center of the Southwest and the fourth most important insurance city in the Nation.

Banking Center of the Southwest

For years, throughout the Southwest and the Nation, Dallas has been regarded as the leading financial center and this statement has daily, weekly and yearly been supported by its total clearings, its total resources, capital and deposit accounts. Back in 1894—just

Dallas as Insurance Center

The latest published report of the Board of Insurance Commissioners at Austin shows there are 111 insurance companies doing business in Texas whose home offices are in the State. This number includes all types of companies, stock, mutual, reciprocal, etc., writing all kinds of insurance. Of these companies, forty-two have their home offices in Dallas, twenty-three in Houston, ten in Fort Worth, nine in San Antonio, eight in Galveston and five in Waco.

Texas Legal Reserve Life Companies

There are thirty-three Texas legal reserve life companies in business. Thirteen have their home offices in Dallas, four have their home offices in Fort Worth, three have their home offices in Houston, two have their home offices in Galveston, two have their home offices in Waco.

Others are in smaller cities, for the most part small companies, doing largely a local business.

Following is a record of the total assets, capital and surplus of these companies by cities, showing the relative importance of the various cities as insurance centers:

(Continued on Page 12)

Merger Gives Dallas Another Big Life Company

A merger of the Acme Life Insurance Company of Austin with the United Fidelity Life Insurance Company of Dallas has been announced by D. Easley Waggoner, vice president and general manager of the Dallas company. The home office will be in Dallas, with a branch office in Austin. The combined companies will operate under the name of the United Fidelity Life Insurance Company.

As a result of the consolidation the company has assets of more than \$4,000,000 and life insurance in force of more than \$40,000,000 on the lives of 25,000 policyholders, which is said to make it one of the largest and strongest companies in Texas. Officers and directors of the United Fidelity will remain unchanged except that W. A. Keeling, former Attorney General of Texas and president of the Acme Life Insurance Company, will become a vice president and associate counsel, and B. P. Bailey, executive vice president of Acme Life, will be supervisor of agents.

The United Fidelity is an old line legal reserve company. Chartered in 1920, it has enjoyed a consistent growth and has come to be recognized as a strong, progressive home-owned Texas company. The Acme Life Insurance Company, chartered in 1929, has had a substantial growth, despite the depression. Both companies have had high ratings by authorities specializing in evaluation of insurance companies.

Insurance Firm Buys Office Building

Purchase of the eight-story Central Bank Building, 1604 Main St., for a cash consideration of \$400,000, has been announced by the Great National Life Insurance Company of Dallas. The building will be thoroughly remodeled and reconditioned to house the home offices of the company, according to S. J. Hay, president.

Among the improvements are included a new front for the entire structure, new elevators, a remodeling of all floors and offices so as to provide additional office space, enlarging the lobby, moving the elevator shafts, renovating the plumbing and heating system and removing the large vaults now on every floor of the building.

The Central Bank Building was constructed in 1914 by Guy Sumpter on the

site of the old Juanita Building, which was one of the first red stone office buildings ever constructed in Dallas. The building is of reinforced concrete and fireproof throughout. It cost about \$250,000 to build in 1914. The property is 100 feet deep with a frontage of seventy-six and one-half feet on Main. The Central Bank paid more than \$500,000 for the building. The Great National Company, which occupies the building at 1301 Main, will not move into their new home until after all the remodeling is completed.

1934 Best Year of Firm

"We feel that the time has arrived for the company to establish itself in its own home office building, since our business increase was 32 per cent during 1934, the most prosperous year in the history of our institution," Mr. Hay said.

The Great National Life Insurance Company was organized by the present management in February, 1928.

The first of this year the Great National Life Insurance Company had approximately \$10,000,000 of life insurance in force. The gross premium income of the company is now more than \$200,000 annually.

Dallas Life Agency Sets New Record

The E. F. White general agency at Dallas for the Connecticut Mutual Life Insurance Company of Hartford is the first in the company's eighty-nine years of operation to produce more than \$4,000,000 of business in the first calendar year of the agency. It paid far in excess of \$4,250,000 of business during 1934.

Mr. White started building the agency from scratch in the middle of 1933, the company having never before operated in Texas. It is the oldest legal reserve life company operating in the state, having been organized at Hartford in 1846, one year after Texas was admitted into the union.

The outstanding development of the White Agency is continuing in 1935. Up to the last of March the agency had already paid for more than \$1,250,000 of business this year. In 1934 there were thirty-one full time agents in the agency who averaged more than \$140,000 per man, this figure taking into consideration an adjustment for part-year periods, as some of the men joined the agency during the year.

The Connecticut Mutual believe strongly in Dallas and the Southwest and are actively lending money on residences and downtown properties through J. W. Lindsley & Company, who are their loan correspondents.

Valdemar T. Fearis has been appointed manager and Joe B. Autry assistant manager of the Dallas branch of the Acacia Mutual Life Insurance Company of Washington, D. C. The company's office is located in the Republic Bank Building.

Broadway of America Elects Dallas Man

Henry W. Stanley, director of the trade extension division of the Dallas Chamber of Commerce, was elected president of the Broadway of America Highway Association at the recent convention of the association in Nashville, Tenn.

Mr. Stanley has been closely identified with the Broadway of America since its organization eight years ago. He expects to launch a national advertising program that will bring national attention to the highway.

"Eight years ago our hope was to see a paved highway from coast to coast. That is now an accomplished fact . . . the Broadway is the only all paved transcontinental highway in America," Mr. Stanley said. "The highway runs through the most scenic section of the United States, from Broadway, New York, to Broadway, San Diego, over a route that is snow-free the year round. Thousands now prefer it, and through a campaign of national advertising we hope to make it the choice of millions."

Crossing Arkansas, Texas, New Mexico and Arizona, the Southwest has much to gain from this great artery of traffic.

Men and Money

The human equation is just as important in a financial institution as it is in any other enterprise. As active heads of large businesses, our directors have a diversified and well informed background for our bank's activities and for the benefit of our customers.

DIRECTORATE OF THE MERCANTILE NATIONAL BANK

HENRI L. BROMBERG, Atty.

McCormick, Bromberg,
Leftwich & Carrington

JACK P. BURRUS

President, Tex-O-Kan Flour Mills Co.
Director, M. K. & T. Railway Co.
of Texas

JNO. W. CARPENTER

President, Texas Power & Light Co.
President, Dallas Railway
& Terminal Co.

Chairman of the Board

Gulf States Security Life Ins. Co.

J. T. COULSON

Vice President, Southwest Drug Corp.
Manager, Dallas Division

L. B. DENNING

President, Lone Star Gas Co.

LOUIS L. DENT

Investments

NEWTON G. FLIPPEN

Investments

JNO. H. GARNER

President, Garner-Alvis Co.

FRED E. JOHNSTON

President, Johnston Advertising Co.
Pres., Johnston Ptg. & Adv. Co.

WILLIAM MORRIS

President, Morris Buick Co.

JULIUS SCHEPPS

Schepps, Sablosky & Holt

RAE E. SKILLERN

President, Skillern & Sons, Inc.

BEN H. STEPHENS

Chairman of the Board

R. L. THORNTON

President

MILTON BROWN

Vice President

KARL L. WHITE

Investments

DAN D. ROGERS

Vice President

HENRY P. WILLARD

President, Willard Hat Co.

BEN F. READ

Vice President

WALTER B. WILLIAMS

Director, Higginbotham-Bailey-Logan
Company

MERCANTILE NATIONAL BANK

IN THE MAGNOLIA BUILDING

Your wife will know *why* we buy from Western Electric

As the world's best purchasing agent, she applies the same rules of thrifty buying used by the Bell System.

A special study based on 3,000 separate items of telephone equipment and supplies indicates this fact: Western Electric, as supply unit of the Bell System, sells to Bell operating companies for a fourth less, on the average, than the lowest price offered by independent supply firms.

This of course does not mean a saving of a fourth on *every* item bought from Western Electric. Some supplies . . . paper, paints, poles, for example . . . range from 5 to 17 per cent under usual market prices. Others, such as telephones, cables and switchboards, show similar variations in the amount saved.

But the important point, clearly indicated, is that Western's prices are appreciably lower to us than open market prices.

As one of the 24 associated companies of the Bell System, we buy most of our equipment and much of our supplies from Western because we get bargains there, because we get uniform quality and the assurance of exact performance . . . and because Western Electric parts are so designed that future improvements and developments will fit into and work with equipment already in use.

These factors help us materially in achieving the Bell System policy of good telephone service at fair cost to the user.

**SOUTHWESTERN BELL
TELEPHONE COMPANY**



Insurance and Banking

(Continued from Page 10)

Companies—	Assets	Capital	Surplus
Dallas	\$ 71,864,949	\$ 4,642,000	\$ 5,267,242
Galveston	51,309,521	2,200,000	5,543,335
Houston	44,515,935	3,300,000	1,118,462
Waco	15,562,280	1,020,000	775,338
Fort Worth	1,047,333	350,000	86,812
Total, entire State.....	\$186,738,889	\$11,955,650	\$12,964,127

Texas Stock, Fire and Marine Companies

There are six of these companies in Texas, four with headquarters in Dallas, one in Houston and one in Galveston.

Companies—	Assets	Capital	Surplus
Dallas	\$ 14,304,441	\$ 4,400,000	\$ 4,297,138
Houston	1,099,082	400,000	272,558
Galveston	675,858	250,000	231,858
Total, entire State.....	\$ 16,071,381	\$ 5,050,000	\$ 4,804,749

Texas Casualty and Surety Companies

There are twelve of these companies in Texas, seven with headquarters in Dallas, three in Houston and two in Galveston.

Companies—	Assets	Capital	Surplus
Dallas	\$ 8,908,762	\$ 1,900,000	\$ 1,722,175
Houston	1,494,151	300,000	85,483
Galveston	3,101,054	1,300,000	316,696
Total	\$ 13,503,967	\$ 3,500,000	\$ 2,124,354

Recapitulation—All Companies

Companies—	Assets	Capital	Surplus
All Dallas	\$ 95,073,152	\$10,942,000	\$ 1,286,550
All Houston	47,109,168	4,000,000	1,476,503
All Galveston	55,086,433	3,750,000	6,091,889
All Waco	15,562,280	1,020,000	755,338
All Fort Worth	1,047,333	350,000	86,812

In addition to the Texas companies, 503 out-of-State insurance companies are operating in Texas. Of this number more than half, or 255, have their State headquarters in Dallas, through their own branch offices or general agencies located here, forty-three have State headquarters in Houston, twenty-two in San Antonio, twenty-two in Fort Worth and the remainder in the smaller cities.

On the basis of the above figures, it may readily be seen that Dallas, ranking fourth in importance in the Nation as an insurance center, carries on more insurance business than all other cities in the State combined. Dallas companies and agencies write more insurance in Texas than all other cities combined, and many Dallas companies do business in other States, some of them in many States. The great national organizations for the most part maintain their

Texas headquarters in Dallas, particularly the larger companies.

In addition to the business handled in the writing of all kinds of insurance, these same companies have made Dallas the most important mortgage loan center in Texas and one of the most important in the Nation. In addition to the Dallas companies lending money on real estate, many large national organizations in the insurance field maintain special offices in Dallas to supervise the lending of money on Texas and Southwestern real estate.

I think the facts and figures quoted prove conclusively that Dallas is the leading banking center of the State and not only the leading insurance center of the State, but ranks fourth in the Nation. These two great forces of financial strength add greatly to Dallas as the leading city of the Southwest.

Braniff Airways Makes New Connection

A new connection with the Transcontinental & Western Airlines at Amarillo for New York and Los Angeles was put into effect on April 29 by Braniff Airways. The Braniff passenger, mail and express plane leaving daily for Amarillo at 4:05 p. m. from Love Field arrives at Amarillo at 7 p. m., connecting with the westbound T. W. A. plane at 7:15 p. m. The T. W. A. ship reaches Los Angeles at 11:50 p. m.

Braniff also has put into effect a new schedule from Amarillo to Fort Worth

and Dallas, leaving the Panhandle city at 5:30 a. m., shortly after the T. W. A. plane arrives from Los Angeles en route to New York. The Braniff plane reaches Fort Worth at 8:10 a. m.

When the new ships already ordered have been delivered prior to July, Braniff will connect at Kansas City with T. W. A.'s Chief for New York City.



Fire losses in Dallas in April were the lowest in twenty-two years, according to the monthly report of Fire Chief Rod Gambrell. The total insured loss was only \$12,000. Losses for the first four months were but \$199,046.

Renfro & McCombs

CONNIE C. RENFRO
CHAS. S. MCCOMBS
WM. ANDRESS, JR.
ROBT. B. BURGESS
JAMES A. KILGORE
THOS. J. FILES
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Fourteen Years in Mercantile Building

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STENOGRAPHER or BOOKKEEPER

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Typewriters
Adding Machines
Repairs and
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"In Dallas Since 1902"
1606 Commerce Street Dallas, Texas

CAMP TEJAS



6 weeks for boys beginning
June 10th, 6 weeks for girls
beginning July 22nd. For in-
formation, phone 5-6192. 3702
Fairmount.

*A Complete Banking and
Trust Service*

**Republic National Bank
and Trust Co.**
Dallas, Texas

**Blue Prints Photostats
Rotaprints Superstats**

Manufacturer of
Blue Print Paper and Cloth
JNO. J. JOHNSON
1912 N. St. Paul St. Dallas, Texas
Phone 2-8067

Southwestern Blue Print Company
H. F. KOCH, MANAGER

PHOTOSTAT PRINTS

CONSTRUCTION BLDG. 2-8084 415-18 TOWER
405 SO. AKARD ST. PETROLEUM BLDG.

SPRING AND SUMMER SUITINGS—HAND TAILORED

Business Suits, \$65 and \$75

Finest That Money Can Buy—Imported Woolens, Silk Lined, \$100

GRAY & GRAHAM . . Texas Leading Tailors

—1009 MAIN STREET—



The following firms and individuals
have been elected to membership in the
Dallas Chamber of Commerce:

Zanes Freight Agency, 1500 South
Preston St., B. T. Pitt; freight transfer.

Dr. James J. Hamiter, 1909 North
Harwood St.; veterinary surgeon, dog
and cat hospital.

W. Fred Allen, 901 McKinney Ave.;
sales manager, The Upjohn Co.

D. H. Dowell, 901 McKinney Ave., of-
fice manager, The Upjohn Co.

Texas Automatic Sprinkler Co., 2330
Summer St.; J. E. Bush, automatic
sprinklers and air conditioning contrac-
tors, industrial supplies and municipal
waterworks jobbers.

Montgomery Studios, 1813 Main St.;
Joseph H. Montgomery; portrait pho-
tography.

E. B. Germany, 503 Continental Bldg.;
oil operator.

Tom Austin Harris, 4852 Gaston Ave.;
Service Drug Store, retail drugs.

The Reyburn Manufacturing Com-
pany, 718-19 Mercantile Bldg.; Horace
T. Hamilton; tags and paper products.

Western Supply Co., of Texas, 1309
First National Bank Bldg., E. M. Solow;
oil well supplies.

National Air Conditioning Company,
211 South Pearl St., Bryan C. Miller; air
conditioning equipment.

Mangel's of Texas, Inc., 1804 Elm
St., Abe Baras; women's wearing ap-
parel.

Barron G. Collier, Inc., of Texas, 907
Dallas Bank and Trust Bldg., Thomas J.
Burke, manager; transportation adver-
tising.

S. W. Marshall Jr., 1124 Republic
Bank Bldg.; consulting engineer, private
practice.

New Budget Subscribers

Frick-Reid Supply Corporation, 1315
Magnolia Bldg., E. M. Frye and H. H.
Wilson, oil well supplies.

Budget Increases

The following concerns have author-
ized substantial increases in their sub-
scriptions to the budget of the chamber:

Railway Express Agency, Inc., 515
South Houston St.

Thompson, Knight, Baker & Harris,
Republic Bank Bldg.; attorneys,

EeEeEeEeEeEeEeE

Years ago when artists drew the symbols
that we now use for letters "E" was a
window.

The letter "E" is the most frequently used
letter in our present day writing,

On the next piece of Advertising you use
why not have an artist design and illus-
trate it—it will probably be more effec-
tive.

It may interest you to find out the "ease"
with which you can get that service by
calling

HUGH CARGO
Top o' the Allen Bldg.



PHOTOSTAT PRINTS

Facsimile Copies at Original Size, Enlarged or Re-
duced of any Written or Printed Document, Legal
and Commercial Papers, Letters, Drawings, Maps, etc.

JNO. J. JOHNSON

1912 N. St. Paul St. Phone 2-8067



**DALLAS TRANSFER
and Terminal Warehouse Co.**

(Established 1875)

E. D. Balcom

Gus K. Weatherred

2nd Unit Santa Fe Building

Warehouse, Office and Display Space
Heavy Hauling

AGENT, ALLIED VAN LINES, INC.



Wholesale Merchants Building

The pivotal point of the
Dallas Wholesale Market
space available in small
or large units at very
moderate rentals.

912 Commerce Street
Phone 2-3725 Dallas, Texas

GREENVILLE AVENUE FLOOR SURFACING CO.



We Do All Kinds
of Floor Work

Waxers and Sanding
Machines for Rent

J. S. HEROLD,
Proprietor

Dallas Phone 3-3628
Ft. Worth 2-1406

6-Way

Transportation

RAILWAYS SEAWAYS
INLAND WATERWAYS
HIGHWAYS AIRWAYS
PIPE LINES

BEAUMONT, the natural port of EAST TEXAS, is one of the few cities in the world from which ALL SIX modern transportation systems radiate.

MANUFACTURERS AND SHIPPERS are cordially invited to come to BEAUMONT for an investigation of the Port's facilities and services. If a visit is not convenient, write. It will be a pleasure to answer specific questions and to give general information of distinct value.

THE PORT COMMISSION

BEAUMONT, TEXAS
P. D. RENFRO, Chairman
F. C. DEZENDORF, Director
SHIP AND RECEIVE VIA BEAUMONT

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Legs for Conferences
and Public Meetings.

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SUITS FOR SPRING

of Superior Quality and Craftsmanship

Young Men's Suits, \$75 Young Executive and Professional Men's Suits, \$90
Suits of Highest Grade Imported Woolens, \$110

Tailors
Phone 7-1653

S. KOENIGSBERG, Inc.

Importers
1310 Main

INTERNATIONAL TRUCKS

Sales
and
Service

1215 S. Lamar



Dallas
Branch
Telephone
7-8726

Centennial Building Plans

(Continued from Page 7)

Each building will be distinctive and expressive within itself and each will complement the other.

Landscaping to Add Beauty.

The rim of the stadium will be landscaped with trees and shrubs to form a sylvan background for the numerous spectacles that will be held within the bowl and also forming an appropriate setting for the buildings to be situated around its periphery. Landscaping on the grounds will add to the softness of the scene yet will be expressive of the great Empire of Texas.

The buildings will be treated in color to blend with the brilliance of the Texas sunshine. There will be no drab colors to mar the harmony of the general plan. Our plans, we believe, will when completed present one of the most beautiful expositions ever thrown open to the public.



Motor Transportation Bulletin Issued

Mark Marshall, director of the Motor Transportation Division of the Texas Railroad Commission, has issued the following important bulletin to all shippers and distributors using self-owned equipment:

"For some time past there has been a degree of uncertainty in the minds of shippers who own and operate their own equipment as to whether or not a delivery charge can be made or affixed to the selling price of a commodity, delivered by them, and in the absence of an opinion from the Attorney General directly upon the point, the Railroad Commission has not heretofore adopted a definite policy.

"The Railroad Commission is now in a position and does submit a policy with reference to shippers transporting their own products using self-owned and operated equipment wherein in the course of such transportation a highway leading between two or more incorporated cities or towns is traversed and any material deviation from the announced policy of the Railroad Commission when apprehended will constitute cause of action and subject the offending party to such action as the Commission may institute.

"It is the opinion of the Commission that the adding of a service charge to the f. o. b. price of the commodity sold is prohibited under the statute. The business concern which delivers commodities sold to its customers and to the f. o. b. price adds a charge for delivery of same, such concern is in fact hauling for compensation or hire.

"The addition of additional charges to the f. o. b. price to take care of delivering, even though such additional charges are not shown on the invoice price, is a violation of the law.

"The addition of code requirements charge where such charge is in fact a charge made for delivering the merchandise is a violation of the law.

Conventions Secured for Centennial

Several important national conventions, as well as many State or regional conventions, have been secured for Dallas for 1936 during the past few weeks. Harry Stanyer, past president of the National Association of Sheet Metal Contractors, was able to win for Dallas against strong competition the joint convention of the National Association of Sheet Metal Contractors and the United Roofing Contractors' Association of America. These conventions will meet during the summer of 1936, with estimated attendance of 1,000.

Robert Mayer, recently elected president of the Texas Cotton Association, attended the convention of the American Cotton Shippers' Association at New Orleans and prevailed upon them to vary from their invariable custom of alternating between New Orleans and Memphis and meet in Dallas on the year of the Texas Centennial. This will be its first convention in Texas. May will probably be the convention month and some 700 are expected.

Mrs. Virgil R. Walker headed at St. Louis a successful campaign to secure the March, 1936, convention of the Woman's Missionary Council of the M. E. Church, South. About 600 are expected. Theta Sigma Phi, national woman's journalism fraternity, has also decided to hold its gathering in the city of the Texas Centennial Central Exposition. Mrs. Gladys Whitley Henderson of Austin is the national president. Exact dates of the convention have not been settled, but it may meet at about the same time that Sigma Delta Chi, national men's journalism fraternity, holds its convention here.

Since the Centennial will open in June, 1936, hundreds of national and regional conventions meeting during 1935 from June 1 until the end of the year will be contacted by local members and the Chamber of Commerce Convention Department with reference to convening in 1936 in Dallas.

Among conventions that are scheduled to be held here during the next thirty days are:

Dallas Agency Secures Continental Account

Announcement has been made from the offices of the Continental Supply Company that, effective May 1, all advertising of their company will be handled in Dallas. Since moving here a year and a half ago the only activity which the company had not brought to Dallas was the advertising account, then under contract with a Cleveland Ohio, agency.

"The moving of the advertising account to Dallas," said Mr. Carl H. Meyer, sales manager of the company, "completes 100 per cent the plan of the Continental Supply Company to be a Dallas institution as far as headquarter activities are concerned."

DALLAS, May, 1935



Come on down this spring and relax
after a trying winter. Reasonable rates
at the Finest Hotel
IN GALVESTON, TEXAS



The **BUCCANEER** hotel
ON THE BEACH

Dallas

Central

Centennial City

5th

Life Insurance
Largest
in the United States

Those who have pioneered in the Life Insurance business of Dallas, as well as those who have more recently come into this great insurance family, can alike be proud of our city as an outstanding Life Insurance center . . . ranking fifth in the entire United States. The impressive volume of insurance business written in Dallas is a

genuine tribute to the character and judgment of our citizenship.

The incomparable manner in which Life Insurance has met the great acid test of stability the past distressing years should be a source of pride and inspiration to every man and woman engaged in this splendid business

Some of the Life Insurance Executives for the Enviably Occupied by Our



W. A. DIFFEY
Texas Manager, Capitol
Life Insurance Co.



J. P. ROBINSON
Superintendent of Agencies,
West Coast Life Insurance Co.



HORACE F. BECKHAM
Associate General Agent,
Minnesota Mutual Life
Insurance Co.



DANIEL BOONE
President, Midland Life
Insurance Co.



ARTHUR COBURN
Vice-President, Southwestern
Life Insurance Co.



VINCENT GRAINGER
Field Supervisor, Northwest-
ern National Life Ins. Co.



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Manager, Business Men's
Assurance Co.



W. C. McCORD
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Life Insurance Week May 13th to 18th

Life Insurance Center United States

... and this record of service and financial strength should stand forever as a great beacon light, guiding men and women to the safest, sanest, most advantageous form of present-day investment.

This (May 13 to 18) is National Life Insurance Week ... a week dedicated to a serious consideration of the

needs and benefits of Life Insurance. Resolve to make Life Insurance the corner stone of your financial structure. Remember . . . "The sooner you plan your future the safer your future will be." Have a talk with your Life Insurance man this week . . . set your house in order . . . and face the future unafraid.

Executives and Companies Responsible viable Position Our City...Dallas



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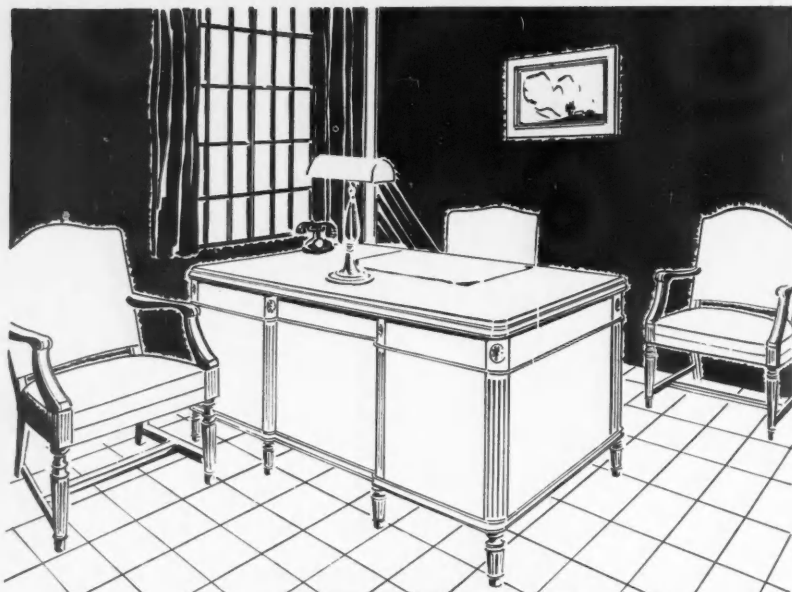
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ADAM DESIGN

If you're thinking of a new desk this one will click! A practical desk for any executive or professional man. Stocked in several adaptations of the design to meet many purses. Chairs and all accessories to match. Our complete stock of this pattern enables us to make immediate delivery. Pieces sold singly or in suite.

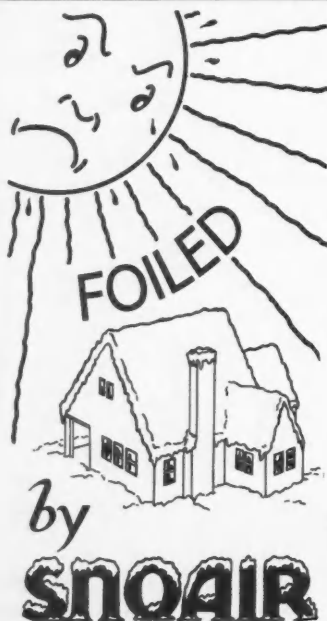
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DALLAS



This summer, just push a button to make your home comfortable. It is that simple with the SNOAIR. This new home cooling unit is the culmination of extensive research to develop an economical cooling system for the home. Now SNOAIR Jr. and SNOAIR Sr. come to you in perfected form, ready to cool your home pleasantly and inexpensively, during the summer.

The SNOAIR Co.

808 Santa Fe Bldg.

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Dallas, Texas

Trinity Canal Gets Favorable Report

tion of its projects committee, the National Rivers and Harbors Congress, at its recent session in Washington, indorsed for immediate construction the proposed Trinity River barge canal from Fort Worth and Dallas to the Gulf of Mexico.

The indorsement was the highest of three categories of approval. First, projects are recommended for immediate construction; second, projects are approved as meritorious but requiring additional information, and the third category is an indorsement to ascertain its merits by further study.

John M. Fouts of Dallas, managing director of the Trinity River Canal Association, was elated over the approval. He explained its greatest immediate advantage is that it gives Trinity backers an office in Washington through which the merits of the project may be kept before Congress.

"We expect a favorable report on it by the army engineers in thirty days," Fouts said, "and we hope to get the project included in the omnibus rivers and harbors authorization bill that has passed the House and is now pending before the Senate. We understand Senate consideration will be delayed some time, which will give us an opportunity to get the army engineers' report in time for use as an additional argument in support of including the Trinity in the bill."

If the project is adopted by Congress, Fouts believes work may be started on the Trinity with Federal work-relief funds. Only a small amount would be required to start work, the first of which would be preparation of plans and specifications for the locks and dams.

Moisture Capacity of Air

Temperature of the Air	Grains Maximum Content of Moisture in One Cubic Foot of Air
-20 degrees	219
-10 degrees	356
-5 degrees	450
0 (zero)	560
5 degrees	700
10 degrees	873
15 degrees	1,075
20 degrees	1,321
25 degrees	1,611
30 degrees	1,958
32 (freezing)	2,113
35 degrees	2,366
40 degrees	3,414
50 degrees	4,076
55 degrees	4,849
60 degrees	5,744
65 degrees	6,782
70 degrees	7,980
72 degrees	8,508
75 degrees	9,356
80 degrees	10,933
85 degrees	12,736

Economy for Printers

Air conditioning has come to the rescue of many an industrial process, preventing lost time, spoilage of the product, high production costs. The problem of variable humidities in printing plants—as an example—has been grappled with for years, as it means lost time, imperfect impressions, sometimes a shutdown. Air conditioning is the answer to such problems for the control of air conditions in summer as well as winter.

DALLAS, May, 1935

Railroad Car Air Conditioning

By F. B. OSTERMULLER
Sales Manager, Southern Ice Company

The development of air conditioning is furnishing the traveling public more comfortable, more healthy and clean transportation conditions. The railroads in all sections of the country are now operating various types of cars properly cooled for public comfort. Some of our better trains are air conditioned throughout. Very few passenger trains will be operated in 1935 that do not have at least part of the train cooled for comfort.

Although the greatest strides in railroad air conditioning have been made during the past two years, cooling of cars is not new in the railroad business. Over twenty years ago, away back in 1914, one of the roads installed what was known as an air washing system in fifteen of their dining cars. The cooling was accomplished by partially emerging a spray wheel, motor driven, in ice water. Fresh air was drawn through the ice water spray and delivered to the dining car by means of a fan and air ducts along the deck of the car. This system washed the air and reduced the temperature in the car several degrees. It was regarded as successful, although it did not prove practical. It lacked the capacity to keep up the work of cooling over any length of time.

In 1926 consideration was given to cooling trains by means of large ammonia compressors. This machinery was to be placed in the baggage car and was to furnish refrigeration for four or five of the cars on the train. This plan was abandoned after it was proven that the system was not flexible enough for practical railroading.

During the years 1930, 1931 and 1932 a great amount of experimenting was done with all types of air conditioning systems.

First. Ice type which required very little machinery and was exceptionally low in initial cost: The ice manufacturing plant supplying the ice had already absorbed this initial machinery expense. The ice cakes were placed in bunkers fitted under the railroad cars. The melting ice furnished cold water with which to cleanse and cool the air that was brought into the car by means of fans and ducts.

Second. Electrically driven compressor type: Power being secured from generators driven by the car axle in conjunction with storage batteries. These compressors furnished the refrigeration with which to cool the water, which then cooled the air for the cars.

Third. Mechanically driven compressors direct from the car axle: Equipment was so arranged that the speed of the compressor was constant, regardless of the train speed. This compressor arrangement furnished refrigeration with which to cool the water.

This was used to cleanse and cool the air, which was brought into the cars.

Fourth. Steam ejector type which made use of the surplus steam from the driving engine of the train. This system of refrigeration served the purpose of cooling the water which was necessary to cool the air for the car.

While all of this work of experimenting was going on, the railroad industry, due to financial conditions, was somewhat stopped in its progress. However, we find that by the end of 1933, they were operating in the United States 297 air conditioned cars using ice for cooling—forty-four using the steam ejector system and 310 using all types, battery and direct shaft drive equipment.

A great step forward in railroad car cooling came in 1934. Improvements in design which resulted in increased efficiency, greater dependability and decreased cost added to the already existing cooled cars approximately 1,000 ice cooled cars. The battery and direct drive type added about the same number. The steam ejector type increased approximately 200 cars. At the end of 1934 there were in service about 3,000 air conditioned cars, of which approximately 1,800 were railroad owned cars and about 1,200 were Pullman cars.

The expansion program for 1935 exceeds any previous figures. Approximately five million dollars has already been spent or is in work on additional air conditioning equipment for railroad cars. Before this year passes we shall see rolling, no less than 6,000 cars equipped with various types of air conditioning to make for the traveler a more comfortable trip. Air at just the right temperature with proper moisture content, together with the entire elimination of dust, insures the public of a pleasant and enjoyable business or pleasure trip.

The railroads are to be commended on their foresight in bringing air conditioning to their patrons. They, more than anyone else, have made great strides forward. Progress cannot be stopped and the railroads will be marching ahead with air conditioning, the greatest of present-day developments.

Barber and Beauty Shops

A man should not be sentenced to the chair for twenty minutes or more of discomfort in order to get his barber work done in hot weather. The same is true of beauty shops, many of which are beautifully appointed, with the exception of necessary equipment to make them comfortable, to make relaxation possible in the summer. But the reluctance of patrons to make appointments during the hot weather (even though more work is usually required in summer than in winter) is overcome by the shop equipped with conditioned air.

Cool
YOUR OFFICE
OR HOME
WITH A
STRANG
ROOM
COOLER
AND AIR
CONDITIONER



Don't feel worn out, energy gone before the day is half over because of the heat. Don't spend sleepless nights because of the humidity.

Let the portable, all-electric Strang keep your home or office in the "comfort zone." It removes humidity, cools, washes and circulates the air, yet costs little more to operate than an electric fan.

No bother with ice. No plumbing or installation required. Simply plug the Strang into any light socket and you enjoy continual cool comfort.

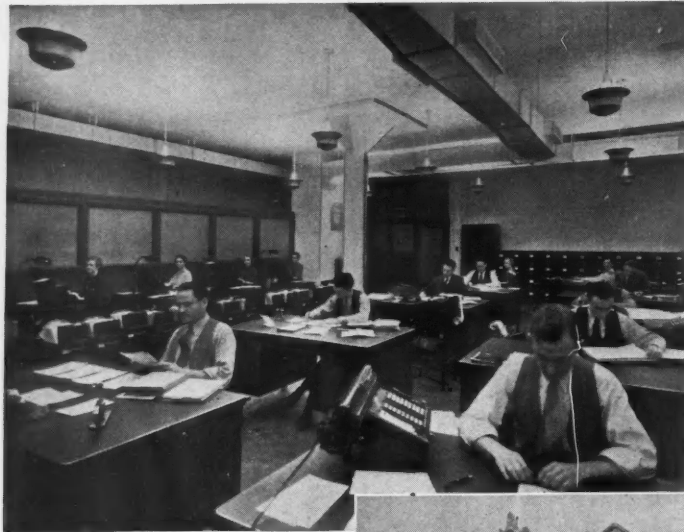
LET US DEMONSTRATE

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NATIONAL AIR
CONDITIONING
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211 So. Pearl Street
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Increase Shown in Installations in



(Above) Natural light and outdoor air never reach these windowless offices of the Continental Supply Company. Yet here, where alertness and accuracy count, air conditioning helps keep up a high standard of efficiency and electric light gives the strong illumination in which this photograph was made without a flashlight.

(At the Right) Since 1921 conditioned air has added to the comfort and efficiency of workers in the Dallas Federal Reserve Bank. In the vaults below street level the air is as clean and cool as it is in the upper stories.



(Left) A far cry from the scorching oil fields is the office in which Freeman Burford, president, directs the business of the East Texas Refining Company. James Cameron is shown dictating his letters in the comfort of Mr. Burford's office.

(Lower Left) Who can resist pleasing surroundings, good food and music when comfortable conditioned air renews energy and appetite? Guests perk up appreciably in the Crystal Ballroom of the Baker Hotel and come back for more.

a better frame of mind to be pleased with the merchandise shown, if they were comfortable, and more willing to try on clothes. They found all these things to be true, and that their employees were more efficient and their merchandise kept fresher with conditioned air comfort. Not only clothing stores but other retail stores have recognized the higher attraction, greater efficiency and increased sales which air conditioning can bring. Dallas has a dozen retail stores and four additional

AIR CONDITIONING has, in the past two years, made greater strides than any other industry in its acceptance by Dallas business and industrial firms as a valuable asset and means to profit. The rapid multiplication of installations in various types of business quarters points to a future in which manufactured weather will be recognized as necessary to the success of firms in this section.

Theaters pioneered in the installation of air conditioning in Dallas as elsewhere. The recognition of the fact that comfort and relief from heat and humidity would hold summer business and even increase it in many cases over the winter peak, has promoted installations to twenty-five theaters in Dallas alone. Air conditioning in theaters has contributed to healthful conditions by circulating fresh, filtered air as well as in keeping the temperature and humidity down to an acceptable level.

Restaurants and hotel dining rooms followed the theaters in the acceptance of this business builder, very naturally. It did not take the astute business man long to realize that not only would customers prefer to patronize a comfortably cool eating place, but that once inside, spirits revived and appetites increased. Moreover, the cool, dry air provided in an air conditioned restaurant or coffee shop keeps the food from wilting unattractively as soon as it is brought in. Today the proprietors of fourteen restaurants and seven hotel dining rooms and coffee shops are reaping the profits of conditioned air in better business.

Other installations are being made.

Volk Bros. Company was a pioneer in the provision of conditioned air in retail stores, not only in Dallas but in the South. Officials of this organization believed that they could attract more customers to a store with the cool, clean dry air of comfort throughout the worst summer days. They believed their customers would be in



in Air Conditioning ns in Dallas

sales rooms this spring where air conditioning is bringing in profits.

The higher efficiency of workers and the greater attraction to customers when conditioned air fosters comfort and energy have resulted in air conditioning installations in twenty-four general and private offices for Dallas' business men and women. In addition, two office buildings are completely air conditioned as an attraction to tenants. Appreciation of the value of providing comfort has induced proprietors to install equipment for manufactured weather in the Baker Hotel Crystal Ballroom. Lamar & Smith have provided air conditioned comfort in their funeral chapel and Dallas has one church where comfort is assured in this way.

Comfort keeps minds alert and bodies in condition for good work in the three directors' rooms which are air conditioned and two paper manufacturing plants, seven bakery manufacturing plants and three textile mills. Dallas men have a choice between two barber shops where they will enjoy conditioned air. Meetings may be held in comfort in either of two auditoriums here. And those fortunate men and women who enjoy conditioned air in their business quarters may find a home that is similarly equipped for their health and comfort in either of two apartment buildings.

The majority of these installations for profit through better health, increased comfort and efficiency have been made in the past two or three years. The alert business men were quick to recognize the advantage demonstrated by the earliest installations. It is indicated as a result, that only those businesses and industries which keep up with their competitors in modern equipment will keep up with them in financial profit.

You owe it to yourself as well as to your business to work in cool, dry, circulating air—where vigorous thinking is possible—where bodily comfort will give increased energy.

Business men, who should wear their coats and keep their ties tied, will look as smart in the summer as in the winter. Executives, in addition to increasing their comfort, will impress clients with the modernness of their equipment. The annoying street noises and city grime can be eliminated in the office, for the air conditioning provides comfort while windows remain closed.

(Above) Even in times of sorrow, physical comfort helps the grief-stricken to keep up their courage and strength. The funeral chapel of Lamar and Smith provides this comfort with conditioned air.

(Right) Patrons forget the sizzling sidewalks, and their appetites better and their spirits higher as they flock into the conditioned air of the B. & B. Cafe. E. P. Lucas believes it good business to provide a noon-hour respite from the heat.



(Top) Shopping's more alluring than ever when a lady knows she'll find cool, dry air as inside Volk Bros. Company. Salespeople and customers are both happier and the merchandise seems more pleasing when everybody's comfortable.

(In Oval) Decisions come more easily when executives keep comfortable throughout working hours. Hyman Pearlstone has his office air conditioned in the First National Bank Building.



For Human Comfort, Health and Efficiency

TRUE Air Conditioning

Exclusive, Patented Features Give Lower Installation and Operating Cost because of scientific design exclusive with Carraway Perfection-Aire. Investigation will prove this claim.

Fully Automatic . . . Year Round . . . True Air Conditioning is the only equipment that is really satisfactory. Carraway Perfection-Aire completely fulfills these specifications and thorough satisfaction is guaranteed.

Challenge Comparison with Any Air Conditioning Unit on Market. We are prepared to prove these claims about Carraway Perfection-Aire and welcome comparison with any air conditioning unit

on the market. A new engineering principle will need be discovered before more efficient and trouble-proof air conditioning is available than that now offered by Carraway Perfection-Aire.

Be Sure You're Buying TRUE, Complete . . . Fully Automatic Air Conditioning. Do not waste money buying anything less than a year-round, efficient, fully automatic, TRUE Air Conditioning system. Carraway Perfection-Aire is designed for residences, stores or shops, apartments, hotel suites, hospitals, etc. Further information on request.

CARRAWAY



PERFECTION-AIRE

TRADE MARK



WORK stands still when you dream of COOLER places



KEEP COOL AND COMFORTABLE THIS SUMMER WITH MODERN WESTINGHOUSE AIR CONDITIONING



FORNEY ENGINEERING CO.

610 Central Bank Building
Dallas, Texas

Modern Air Conditioning

By H. R. SEWELL

Cooling and Air Conditioning Corporation

While most of us are inclined to believe the art of ventilating and the installation of air cooling systems is peculiar to our present mechanical age, nature has always provided the fundamentals and man has taken advantage of them for his body comfort. The early center of civilization is indicated as having been in the countries around the present Mediterranean Sea and particularly the countries that are to the east of the Mediterranean. Marco Polo, a native of Venice who travelled overland through the eastern countries and the Orient in the period of 1260 to 1300 A. D., observed, in commenting upon the city of Ormus, which was located on an island at the entrance of the Persian Gulf, as follows: "The heat that reigns here is extreme; but in every house they are provided with ventilators, by means of which they introduce air to the different floors and to every apartment at pleasure. Without this source it would be impossible to live in the place."

The ventilators above described are similar to those used at Tatta in Sindi, which are ducts or tubes fixed in the walls, and open to somewhat cooler air, answering the same purpose as wind sails or deck ventilators on board ship.

The inhabitants of these same eastern countries, for hundreds of years kept their court yards livable by throwing water on the tile floors, which was quickly evaporated in the surrounding dry air. In that way they obtained an appreciable cooling effect by evaporation and the more wealthy classes had water piped to spray fountains in their courtyards for the same purpose.

From time unknown our Mexican neighbors have kept their drinking water in porous earthenware jars which permit a continual slow seepage of water to the outside where evaporation carries away heat. The so-called canvas water bags keep drinking water palatable on the same principle.

The above observations are made to remind us that cooling systems are not peculiar to the present mechanical age, but have always existed in some form or other.

Air conditioning, as we use the term today, is very broad and we apply the term to the control of atmospheric conditions within an enclosed space as regards temperature, humidity, freedom from mechanical or organic particles and the circulation of the conditioned air.

The mechanical fan industry in this country dates from 1863 when Mr. B. F. Sturtevant made and applied a simple paddle wheel type fan for the exhausting of wood dust and chips from a machine which he had invented for making and driving hardwood pegs in the soles of shoes.

Within five years from Mr. Sturtevant's fan invention mechanical fans were applied to central heating and

ventilating systems where air was air conditioned by heat for winter comfort.

In the early winter air conditioning systems moisture was introduced into the air by heating water in shallow evaporating pans and by the introduction of live steam into the heated air.

About 1898 the first spray type air washers were built for use in winter air conditioning systems and used for cleaning incoming air by washing and for introduction of humidity and made a decided advance in the design of central winter air conditioning systems.

In some parts of the country that have uncomfortably high dry-bulb temperatures with comparatively low wet-bulb temperatures, that is, relative humidity in the range of 30 to 40 per cent, an appreciable degree of comfort can be obtained by evaporative cooling as spray type air washers can be designed to cool the high temperature outdoor air to a saturated condition at the incoming wet bulb temperature.

In most localities, however, this favorable condition does not maintain as, coincident with the high dry-bulb temperatures, there is also a high wet-bulb temperature.

The human being is most comfortable when he is resting or working in a temperature range of 75 degrees F. to 85 degrees F. with a relative humidity of around 50 per cent.

In the localities unfavorable for evaporative cooling it is necessary to use refrigeration, or other means of removing the moisture from the air under controlled conditions, to maintain an indoor condition at comfortable temperatures, and at relative humidities around 50 per cent.

With a gentle air motion, that is without drafts, this condition permits a continual skin evaporation that gives a sense of coolness, and where an adequate portion of the air is taken from outdoors before, treated and introduced into the conditioned spaces, odors are eliminated and there is a refreshing quality to the air.

In treating air for summer air conditioning, that is in dehumidification and sensible cooling, air can either be passed over coils through which the cold medium is circulated or brought through cold water sprays.

Systems that use cold water sprays impart a more refreshing feel to the air than can be obtained by the coil method. It is generally recognized that this comes from an ionization that is imparted to the air by the water sprays and is the same feel that is in outdoor air after a rain storm.

Dehumidification can be accomplished in passing air through any material that will absorb moisture and the air then sensibly cooled by passing over coils through which a cold medium is circulated or through cold water sprays.

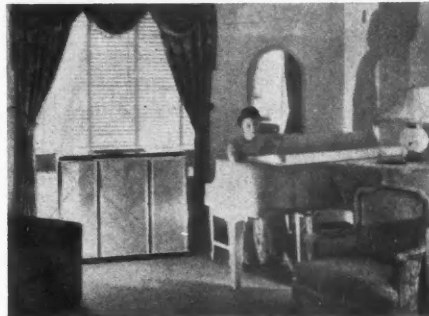
As first stated, air conditioning is not new. It is rather a new name for an old art, and even the application of mechanical refrigeration for comfort cooling has been used for over twenty years in Texas. The first installation of this



Business men appreciate the value of physical and mental comfort during the hot humid summer days.

In the home, the influence of exhilarating coolness affords relaxation and quiet comfort. No pollen or atmospheric dust can enter.

The York BA-75-D5 Air Conditioner is the only self-contained all portable unit for 1935. NO water lines, NO drain lines, NO alterations required for installation.



DALLAS AIR CONDITIONING CO., Inc.

DISTRIBUTORS FOR YORK ICE MACHINERY CORPORATION

3500 COMMERCE S. Y. GUTHRIE, Pres. "Comfort Cooling—Healthful Heating" PHONE 8-6131 M. L. BROWN, Vice Pres.

Read This Book . . .

"AIR CONDITIONING BY FRIGIDAIRE"

It gives all the facts you want to know about air conditioning. Men whose opinion counts say it's an outstanding book on the subject. A copy is yours for the asking. Just drop in at our office or call us by phone. Read the book and get valuable ideas for air conditioning your home, office, or business establishment.

VIKING AIR CONDITIONING CO.

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Contractors and Engineers for

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2330 SUMMER

PHONE 7-9216

Air Conditioning
Comfort Cooling



Refrigerating
Industrial Heating

"Choose CARRIER With Confidence"

Expert service in the installation of true Air Conditioning with Carrier Weathermakers and Central Station Type Equipment, for every air conditioning problem.

Business Men and Merchants! You are invited to find out now how you can modernize your establishment and increase summer profits with Carrier air conditioning. Write or phone for a representative to call.

PARTIAL LIST OF DALLAS CARRIER INSTALLATIONS

Titche-Goettinger Co.
Volk Brothers
Singer Sewing Machine Co.
Shaw Jewelry Company
Buckspan's

Lorch Mfg. Company
Fenner & Beane
Paul's Shoe Store

Sammy's Place
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Dallas Power & Light Co.
Continental Supply Company
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Carrier Engineering Corporation

2022 BRYAN

DALLAS

PHONE 2-7741

A great percentage of Railroad Cars
use **ICE** for Air-Conditioning.

ICE has proven Dependable and
Economical.

Investigate the cost and efficiency
of **ICE** for your Air-Conditioning
Job.

Do not fail to ask your Ice Deliveryman about a
modern Air-Conditioned Ice Refrigerator for your
home. Tune in every Monday 8:30 p.m. for the
Ice Carnival of the Air. WBAP - KPRC - WOAI

DALLAS ICE INDUSTRY

kind in Texas was made by B. F. Sturtevant Company in the Luther Memorial Church at Orange, Texas, in 1912.

The art, however, has advanced in the refinement of various types of refrigeration and particularly in automatic control equipment which will, if properly designed systems, control indoor conditions automatically in step with outdoor conditions to maintain comfortable and healthful differentials of temperature and humidity.

While there is no mystery about year round air conditioning there are many factors to be taken into account in choosing the proper system for a particular installation. An installation that might work perfectly from a purely temperature and humidity standpoint, would not be satisfactory to the user if there were improper design of the distribution of the conditioned air.

Those contemplating air conditioning systems will find a wide variation in initial cost and a wide variation in annual operating expense and over all satisfaction.

Each individual installation represents a separate problem for overall satisfaction that can best be handled by consulting engineers who have had the necessary background and years of experience in handling problems of heating, ventilating and the expansion in recent years of this old art into all-year-round operation to include summer dehumidification and cooling.



Western Railroads Start Co-operative Campaign

ESSENTIAL details of the big advertising campaign of the Western railroads have been announced by Harry G. Taylor, chairman of Western Association of Railway Executives. The main theme will be air conditioning, with further emphasis on economy of travel by train in the west where the basic rates have been reduced and the sleeping car surcharges eliminated. The first insertions of the newspaper advertising appeared in some cities of the west Monday, April 15, and in the east Sunday, April 21.

The newspaper appeal in the east differs from that in the West because the subject in the former will be primarily summer travel. In the western newspapers emphasis will be given to all of the advantages of rail travel such as lower travel costs, time saving by train, dependability of schedules, comfort based on new and improved conveniences and the generally admitted safety factor, backed by the remarkable record that western carriers have made on this score.

In the west, starting with Chicago as a basis, and on a geographical line running from the eastern end of the upper Michigan Peninsula and down through a part of Indiana and skirting the Mississippi River to include New Orleans,

323 daily newspapers will be used in 243 cities.

The eastern newspaper campaign is more selective, forty-six newspapers being used in twenty-five metropolitan centers. The campaign in the newspapers will be completed within eight weeks.

The same limitation of time applies in the magazine field where the four leading weeklies have been selected for the message of the western railroads, including the Post, Collier's, Digest and Time. The list of business publications is quite as selective, including Business Week, Forbes, Nation's Business, Traffic World and Railway Age.

Chairman Taylor has crystallized the fundamental appeal of the western railroads on instructions by the executive committee to their advertising agency, Reincke-Ellis-Younggreen & Finn, Chicago:

"Air conditioning as adopted by the western railroads is applied in the most difficult field, namely on wheels in transit. Its practicability will, therefore, be demonstrated for ordinary installations such as homes, apartment buildings, hotels and other structures. The western railroads, therefore, are doing the pioneering in the development of an industry that gives promise of being as big eventually as the automobile industry. It is generally agreed that in a few years every modern home will be air conditioned because of the logic of making residences and other places of habitation as livable in the summer as modern heating apparatus has made them in the winter."

The campaign will stress the quietude on air-conditioned trains as the natural accessory to sealed windows in sleepers, lounge, observation, cafe, club cars and every type of passenger equipment on wheels included in this big plan of modernization.

Physicians or Dentists Office

Anyone who possibly can find an excuse to stay away from the hot, depressing waiting rooms and operating rooms of physicians and dentists does so. But these unwise delays can be avoided, and when patients do come, they need not be morose, tired, and languid if rooms are cooled by air control.

"Time," March 3, 1930, says, "If the air is hot, humid and still, the body must struggle to throw off the heat. The harder it struggles, the harder the heart must work. The pulse rate indicates the heart efforts. High pulse rate is an index of unwise, inefficient over-exertion."

Naturally, medical men, always alert to any scientific or engineering achievement that aids in their work of relieving human suffering, consider air conditioning highly important. Not only in regard to increasing their own capacity for accomplishment, but as a beneficial condition for helpful living.

Dentists find the drier air a great aid in preparing porcelain fillings—also as a preventive against rusting of instruments.

DALLAS, May, 1935

WHY SWELTER

in a

Sweat Box or Turkish Bath

THIS SUMMER?

YOUR office or place of business can so easily be made cool and comfortable by



GENERAL ELECTRIC AIR CONDITIONING

Now in your office or business establishment you can have the kind of air that people seek when they go away to the seashore or mountains. You can work in an atmosphere that is conducive to health and efficiency always—and you can give your customers the same comfort you seek—to your increased profit.

General Electric offers you a complete line of air conditioning and cooling equipment—well designed, dependable, and made to meet every variety of need from a single room in home or office to the complete year-round air conditioning of an entire building.

Let our engineers survey your requirements—no obligation.

Electric Household Appliances, Inc.

Interurban Bldg.

Comfort Cooling
Oil and Gas Furnaces
Year Round Air Conditioning

Phone 7-8631

Dependability

9 years in DALLAS

under the same ownership and management is our record. Throughout that time we have represented Frick Company who have been manufacturing refrigerating machinery for over half a century.

... And now comes air conditioning. We are proud of the fact that some of our installations have been in use several years ... time tested.

We offer the prospective purchaser the same time-tested equipment with dependable engineering and service. Refrigeration for any purpose. Air Conditioning ... Comfort Cooling ... Ice Plant ... Cold Storage ...

Central Engineering & Supply Co.

1925 Cedar Springs Road



CONCENTRATED COOLING for OFFICE, HOME or BUSINESS

Special small self-contained
units for office, bedroom,
living room, etc.

Large systems for other uses.

*We have had years of experi-
ence in this industry.*

Estimates Given Without Obligation

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Industrial and Comfort Air Conditioning

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1313 ATHLETIC CLUB

First Time This Summer

Here are some new installations of air conditioning equipment by firms and individuals who will experience the satisfaction of manufactured weather for the first time this summer. The great variety and wide application of this new method of combating the heat are indicated in the following list: Lorch Mfg. Co., 901 Commerce, first floor and offices; Singer Sewing Machine Co., 1514 Elm, entire building; Baker Hotel, 1400 Commerce, main dining room; J. B. Marshall Co., 1921 Elm, store; Gulf States Security Life Insurance Co., Main and Akard, office building; Melrose Hotel Co., 3015 Oak Lawn, main dining room and two private dining rooms; Pig Stands Co., 4017 Oak Lawn, dining room; Shaw Jewelry Co., 1618 Main, store; Pauls, Inc., 1600 Elm, store and offices; Varsity Theater, 6815 Snider Plaza, theater; Mossler Acceptance Co., Burt Bldg., 1700 Patterson, offices; Baker Shoe Store, 1608 Elm St., store; Western States Grocery Co., 209 North Hawkins, offices; D. H. Houseman Realty Co., 400 North Akard, office building; Adolphus Hotel, 1321 Commerce, main dining room, coffee shop, barber shop; KRLD Studio, Adolphus Hotel, 1321 Commerce; Federal Courtroom, Federal Building, Bryan and Ervay; J. W. Crowds Realty Co., 1514 Commerce, office building; D. S. Golding, apartment in Melrose Hotel, 3015 Oak Lawn; E. B. Germany, residence, 3301 Beverly; Mrs. Lucille Wright, residence, 4422 Westway; J. B. Dugger, residence, 4201 Lovers Lane; B. M. Libe, residence, 6864 Turtle Creek Lane.

Railroad Cars Waiting in Yards to Be Air Cooled

The discomfort of entering a hot railroad car on a warm summer's night and waiting for a train to get into motion to furnish relief from the heat will be ended this summer.

The Union Terminal Company is laying underground electric cables along every other track in the coach yards, with plugs every eighty feet, to enable current to be furnished electrically operated, air-conditioned and cooled cars while they stand at the station, Murrell L. Buckner, vice president and general manager, announced. The installation will be completed by May 15.

Passengers on night trains out of Dallas in summer have dreaded entering their cars on account of the heat and usually delayed going to their places until just before departure. Night trains usually are open two and a half hours before departure.

The union station service will enable the railroads to begin cooling cars several hours before they are opened. Passengers, instead of entering at the last moment, are expected to seek out their coach seats and Pullman berths long be-

fore train time in order to enjoy the cool air.

Cars air conditioned and cooled by ice and by steam activating systems already can be handled at the union station, as a steam line is part of the yard equipment and ice is available in any quantity needed. While in motion, electrically operated cooling equipment is run from a battery charged by a generator operating by the wheels, and steam equipment from the engine.

—Dallas Journal, May 1, 1935.

A New Industry

Air conditioning is the mechanical process by which it is possible to keep your home or office at a warm, even temperature in winter and at a cool, even temperature in summer. You encountered it this last summer when you entered one of the movie theaters that advertise, "20 degrees cooler inside."

Air conditioning is not exactly new but it has been mechanically perfected within the last few years. It is one of those industries to which economists have looked for a lift that will get us out of the depression just as structural steel, automobiles and radios have lifted the country out of depressions in the past.

Home owners long ago threw out the parlor "base burner" and installed furnaces for central heating. If a few million of them should decide within the next year or two that the time has come when they can afford to keep cool in summer as well as warm in winter a lot of unemployed men would be going back to work.

"It's Not the Heat"

"It's not the heat, it's the humidity," is a common summer statement that warns of a business slump. As humidity goes up, along with temperature, sales volume falls down. "Wait until it is cooler" is the frequent answer to sales efforts, and as the summer months pass, profits melt away. When the air is hot, humid and still, you feel tired before the day is half over. It is difficult to keep your temper even, and almost impossible to think clearly. Your employees are too languid to try to work efficiently. About one-half the work is accomplished as would be under comfortable conditions—sometimes even less.

Many refuse to shop in hot stores, or wait to transact business in hot, stuffy rooms. If they do come to your office or shop, they are hard to please, irritable and impatient from discomfort. Make them seek your place of business. With conditioned air they experience a satisfaction that will bring them back again. With air conditioning when summer comes you can turn on summer resort weather.

Anyone who knows about the heavy expense of preserving flowers at Funeral Homes with ice, will recognize at once the great savings possible with air conditioning, keeping rooms cool and dry. Also closed windows help eliminate street noise.

DALLAS, May, 1935

Commercial Air Conditioning to meet the exacting needs for each particular job.

When visiting the Dallas Power & Light Company Building note the comfort afforded from the hot, humid, summer heat. This is another of the installations made by us.

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Fair and honest dealings

Using tried and proven methods

Furnishing trained and experienced engineers and installers

Using equipment of proper size and capacity made by reliable firms

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Buffalo Engineering Company, Inc.

GEO. W. THORNTON, *General Manager*

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Telephone 7-2841

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1935

May 13th - 18th

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Life Insurance contracts were owned by the people of the United States on December 31, 1934, totaling approximately \$98,000,000,000 of insurance in force.

is the approximate total of the assets of Life Insurance Companies at the close of 1934 . . . a gain of nearly a billion dollars for the past year.

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Proof of quality is in the act itself. The real—the *only*—proof of quality in printing is *in the printing itself*. One good performance carries with it more conviction than a volume of promises, just as a poor performance can nullify our most solemn assurance.

The cheap-products era, although by no means dead, is giving ground to quality products and quality service. Printing that's high in quality pays its user a silent though lasting tribute. Shabby, bought-on-price-alone printing is not—has never been—an intelligent, complimentary representative. It is like the shabby salesman who may be full of good ideas—but who can't sell because poor appearance dilutes his sales strength.

We produce quality printing. We give quality service. Those statements are *promises* of quality. Again, though, the real—the *only*—*proof* of quality in printing is *in the printing itself*. Proof doesn't lie in promises—it rests squarely on performance. Let us prove our promises of quality to you—on your next printing order.

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The GINNER & MILLER PUBLISHING COMPANY

3116-18 COMMERCE STREET

DALLAS, TEXAS

Shippers Must Pay Charges Promptly

The following bulletin, of importance to shippers, is issued by the Transportation Department:

Shippers and consignees must pay freight charges within the credit period allowed, i. e., within forty-eight hours after receipt of the goods, unless a bond has been executed, and then within ninety-six hours.

The Interstate Commerce Commission has issued the following statement:

"On March 29, 1934, an indictment in ten counts against Lipman & Company, Inc., an Illinois corporation, and Ben Lipman, its president, was returned in the northern district of Illinois at Chicago, charging violations of the Elkins Act. The case came on for trial before Judge Holly and a jury on January 23. At the conclusion of the trial the jury returned a verdict of guilty on all counts. The defendant corporation was sentenced to a fine of \$10,000 and the defendant, Ben Lipman, was sentenced to a year and a day in the Leavenworth penitentiary on each of the ten counts, the sentence to run concurrently.

"The evidence at the trial showed that during the fall of 1932, the defendant, Ben Lipman, on behalf of the corporation of which he was president, sought to obtain credit for freight charges from Agent Jones of the Wabash Railway Company. As a result of an arrangement entered into with Jones, Lipman obtained many cars on which the freight charges were not paid until long after the credit period. On some thirty cars freight charges were not paid at all, and have not been paid to date. The evidence shows that at present the defendants owe the Wabash nearly \$18,000 for unpaid freight charges.

"The indictment in the case charged that the defendant obtained concessions and discriminations through the receipt of free transportation.

"The extension of credit and ultimate free transportation was obtained through the connivance of Jones and Ben Lipman and was accomplished through a falsification of accounts by Jones. Jones was indicted and convicted for falsifying records during October, 1934, and paid a fine of \$1,500 in addition to receiving a two-year suspended sentence.

"The defense offered by Ben Lipman was that he personally did not profit by the credit extended to him and that if anybody was guilty only the corporation could be charged. The court ruled, however, that the person who acts for the corporation is specifically charged with the offense under the law and overruled the defendant's contentions on this point. The defendant, Lipman, was taken to the Leavenworth penitentiary to begin his sentence on January 25.

"The case was investigated by the Commission's Bureau of Inquiry and was tried by Assistant United States Attorney Moody and Attorney William J. Walsh of the Commission's Bureau of Inquiry."

Junior Chamber News

National President Visitor

E. R. (Dick) West, national president, was the guest of the local organization April 5 and 6. His visit was a part of a trip over the entire South and Southwest in the interest of the national organization. While in Dallas Mr. West was entertained at a smoker at the home of Houston Nichols and spoke at the regular board meeting.

* * *

Columbus Convention

The United States Junior Chamber of Commerce convention at Columbus, Ohio, will draw a number of local Jaycees. It has been planned that an all-expense tour sponsored by the Texas Jaycees will include Columbus in time to allow attendance at the convention. Every member of the U. S. Junior Chamber in Texas will be engaged in active sale of these all-expense tour tickets. The trip will be made June 16 to 20.

* * *

New Director and Vice President

Robert Olmsted, director, was chosen unanimously by the board of directors to fill the unexpired term of C. R. Cole, resigned. Mr. Olmsted has been a director for two years. At the same session James S. Hudson was chosen a director to fill the unexpired term of Mr. Cole.

* * *

Jaycee Ball Team

The Dallas Junior Chamber of Commerce softball team is fighting hard for top position in the City Major League. The team is playing excellent ball and bids fair to reach mid-season form soon.

* * *

Jaycee Dance

On Wednesday, April 24, the Dallas Jaycees staged one of the most successful dances ever held by the organization. Upwards of three hundred members and their guests were in attendance. The dance was held at Peacock Terrace, Baker Hotel. The Mexican polo team, visiting here to play against the El Ranchito team, were guests at the dance.

* * *

Texas Has Ninety Oil Refineries

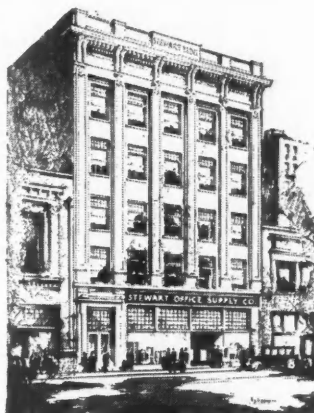
The importance of the petroleum refining industry in Texas is shown by figures compiled by the American Petroleum Institute.

The report shows that Texas has ninety refineries, employing 15,795 wage earners, receiving \$18,700,44 in wages annually. The Texas refineries spend \$226,634,908 annually for materials.

Texas leads all States in petroleum refining as well as oil production.

DALLAS, May, 1935

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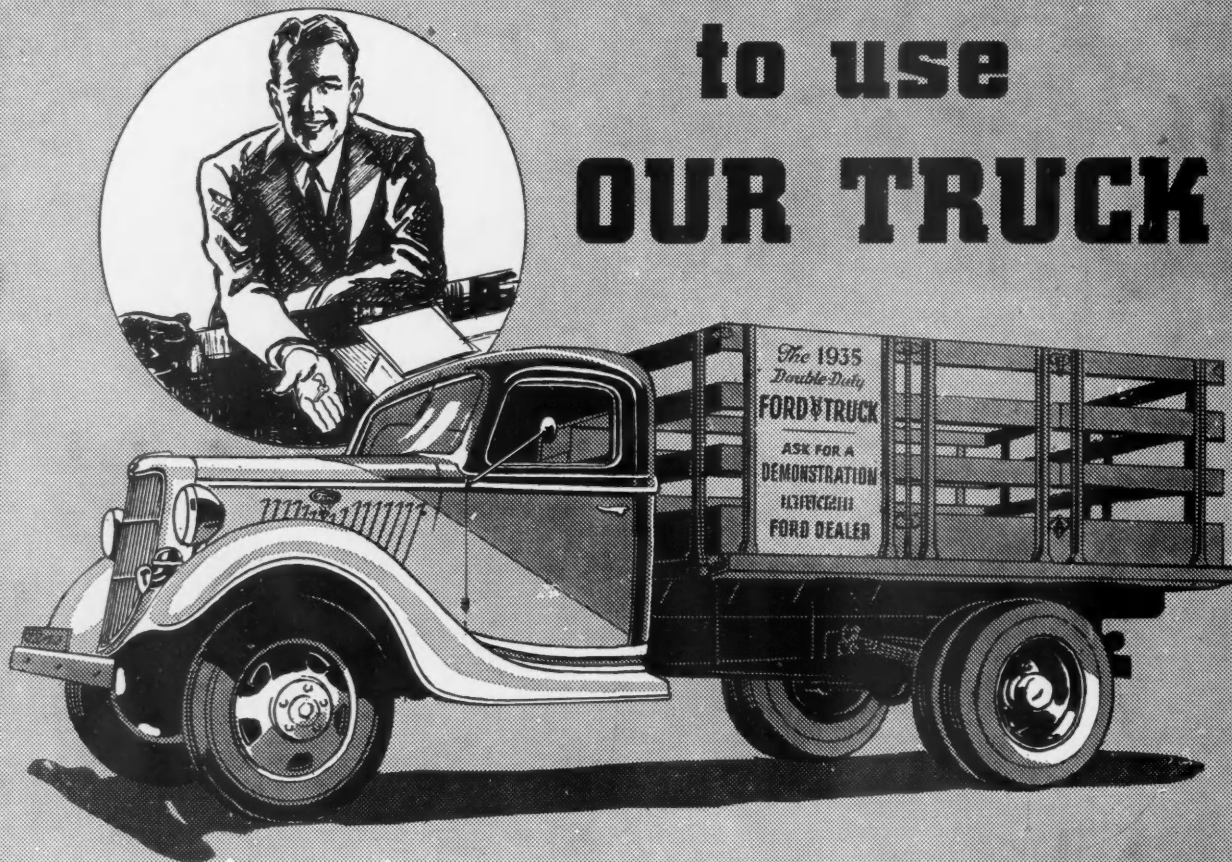
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